

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1 (currently amended): A ~~syndication~~ method comprising:

creating capture templates to harvest content from disparate content sources on multiple platforms in a network;

after creating the capture templates, acquiring original content and selectively extracting parts of interest from the original content from the disparate content sources on multiple platforms in the network using the created capture templates, wherein the created capture templates control the acquisition and extraction process;

generating a standardized data stream from the extraction process and incoming content sources; and

providing the standardized data stream for optimized display on one or more different types of platforms.

2 (currently amended): The ~~syndication~~ method of claim 1, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.

3 (currently amended): The ~~syndication~~ method of claim 1, wherein the creating of the capture templates includes creating one or more XML files or documents to define rules, logic, and content extraction parameters, and wherein the created capture templates ~~are to~~ provide an ability to insert new media types and content optimized for a particular platform.

4 (currently amended): The ~~syndication~~ method of claim 1, wherein providing the standardized data stream for display includes:

providing the standardized data stream on a television display, personal computer display, or an electronic portable device display; and

generating content and code optimized, personalized for a specific platform, network environment, or local market.

5 (currently amended): The ~~syndication~~ method of claim 1, wherein providing the standardized data stream includes:

 caching the standardized data stream;

 caching the created capture templates; and

 caching optimized, personalized and localized content generated for a specific platform, network environment, or local market.

6 (currently amended): A system ~~for syndication~~ comprising:

 a content harvest and conversion platform to create capture templates to harvest content from disparate content sources on multiple platforms in a network and, after creating the capture templates, to acquire original content and selectively extract parts of interest from the original content from the content sources on multiple platforms in the network using the created capture templates, wherein the created capture templates control the acquisition and extracting process; and

 a ~~syndication~~ server to generate a standardized data stream from the extracted data and to provide the standardized data stream for input to a content engine for display on one or more different types of platforms.

7 (original): The system of claim 6, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.

8 (original): The system of claim 6, wherein the content harvest and conversion platform is to create one or more XML files or documents to define rules, logic, and content extraction parameters, and is to provide an ability to insert new media types and content optimized for a particular platform.

9 (currently amended): The system of claim 6, wherein the ~~syndication~~ server is to provide the standardized data stream for input to a content engine to deliver optimized content and code for a television display, personal computer display, or an electronic portable device display.

10 (currently amended): The system of claim 6, wherein the ~~syndication~~ server is to cache the standardized data stream, the capture templates, and optimized, personalized and localized content generated for a specific platform, network environment or local market.

11-58 canceled.

59 (currently amended): A method, comprising:

harvesting content from disparate content sources on multiple platforms in a network based on previously created original content acquisition and selective extraction rules by accessing content and media assets based on the previously created original content acquisition and selective extraction rules, which are stored in a repository; and

converting the acquired content based on conversion rules stored in the said repository.

60 (previously presented): The method of claim 59, further comprising:

navigating the content sources to locate and access the content and media assets without changing existing content on the content sources.

61 (original): The method of claim 59, wherein the accessing of the content and media assets includes accessing the content and media assets using an Internet protocol.

62-66 (canceled).